

**Listing of Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

1. (Currently Amended) In a system comprising a server-side system, the server-side system including an advertising system, and a client-side system, the server-side system and client-side system communicating through an electronic network, a method for generating a creative for the advertising system on the server-side system in an electronically transmissible format based on a creative definition stored in at least one computer readable storage medium, the method comprising:

- receiving the creative definition on the server-side system, the creative definition being associated with a creative that is selectable by the advertising system;

- determining on the server-side system if the creative definition is a programmable or non-programmable creative definition;

- assembling a non-programmable creative on the server-side system if the creative definition is a non-programmable creative definition;

- executing the programmable creative definition to generate the creative on the server-side system if the creative definition is a programmable creative definition, wherein executing the programmable creative definition includes:

- retrieving, responsive to the programmable creative definition, proprietary information from a private database in the server-side system;

- retrieving, responsive to the programmable creative definition, non-proprietary information stored on the server-side system; and

- including at least a portion of the proprietary information and the non-proprietary information in the creative;

- storing the creative on the server-side system; and

- as a function of scheduling by the advertising system and in response to a request from the client-side system, selecting the stored creative by the advertising system for transmission[.,].

2. (Previously Presented) The method of claim 1 wherein the executing further includes periodically executing the programmable creative definition responsive to a request generated by the advertising system.

3-4. (Cancelled)

5. (Previously Presented) The method of claim 1 wherein the selected creative is transmitted via a web server to an end-user on the client-side system.

6. (Previously Presented) The method of claim 1 wherein the executing further includes periodically changing text within the creative.

7. (Previously Presented) The method of claim 1 wherein the executing, further includes periodically changing an image within the creative.

8. (Previously Presented) The method of claim 1 wherein the executing further includes periodically changing a hyperlink within the creative.

9. (Currently Amended) In a system comprising a server-side system, the server-side system including an advertising system, and a client-side system, the server-side system and client-side system communicating through an electronic network, a system for generating a creative for the advertising system on the server-side system in an electronically transmissible format, comprising:

- a processor on the server-side system;

- a memory connected to the processor on the server-side system, the memory storing data and instructions for controlling the operation of the processor;

- the processor operative with the data and control instructions in the memory to perform the steps of:

- receiving the creative definition on the server-side system, the creative definition being associated with a creative that is selectable by the advertising system;

determining, on the server-side system, if the creative definition is a programmable or non-programmable creative definition;  
assembling a non-programmable creative on the server-side system if the creative definition is a non-programmable creative definition;  
executing the programmable creative definition to generate the creative on the server-side system if the creative definition is a programmable creative definition, wherein executing the programmable creative definition includes:  
retrieving, responsive to the programmable creative definition, proprietary information from a private database in the server-side system;  
retrieving, responsive to the programmable creative definition, non-proprietary information stored on the server-side system; and  
including at least a portion of the proprietary information and the non-proprietary information in the creative;  
storing the creative on the server-side system; and  
as a function of scheduling by the advertising system and in response to a request from the client-side system, selecting the stored creative by the advertising system for transmission[[],].

10. (Previously Presented) The system of claim 9 wherein the executing further includes periodically executing the programmable creative definition responsive to a request generated by the advertising system.

11-12. (Cancelled)

13. (Previously Presented) The system of claim 9 wherein the selected creative is transmitted via a web server to an end-user on the client-side system.

14. (Previously Presented) The system of claim 9 wherein the executing further includes periodically changing text within the creative.

15. (Previously Presented) The system of claim 9 wherein the executing further includes periodically changing an image within the creative.

16. (Previously Presented) The system of claim 9 wherein the executing further includes periodically changing a hyperlink within the creative.

17. (Currently Amended) In a system comprising a server-side system, the server-side system including an advertising system<sub>1</sub> and a client-side system, the server-side system and client-side system communicating through an electronic network, a system for generating a creative in an electronically transmissible format for the advertising system on the server-side system based on a creative definition stored in at least one computer readable storage medium, comprising:

means for receiving the creative definition on the server-side system, the creative definition being associated with a creative that is selectable by the advertising system;

means for determining on the server-side system if the creative definition is a programmable or non-programmable creative definition;

means for assembling a non-programmable creative on the server-side system if the creative definition is a non-programmable creative definition; and

means for executing the programmable creative definition to generate the creative on the server-side system, if the creative definition is a programmable creative definition, wherein executing the programmable creative definition includes:

retrieving, responsive to the programmable creative definition, proprietary information from a private database in the server-side system; and

including at least a portion of the proprietary information and the non-proprietary information in the creative.

18. (Currently Amended) A program product storing instructions operable on a computer, the instructions operable in a system comprising a server-side system, the server-side system including an advertising system<sub>1</sub> and a client-side system, the server-side system and client-side system communicating through an electronic network for generating a creative for the

advertising system on the server-side system in an electronically transmissible format based on at least one creative definition stored in at least one computer readable storage medium, the program product storing instructions operable on the computer to perform the steps of:

- receiving the creative definition on the server-side system, the creative definition being associated with a creative that is selectable by the advertising system;

- determining on the server-side system if the creative definition is a programmable or non-programmable creative definition;

- assembling a non-programmable creative on the server-side system if the creative definition is a non-programmable creative definition;

- executing the programmable creative definition to generate the creative on the server-side system if the creative definition is a programmable creative definition, wherein executing the programmable creative definition includes:

  - retrieving, responsive to the programmable creative definition, proprietary information from a private database in the server-side system;

  - retrieving, responsive to the programmable creative definition, non-proprietary information stored on the server-side system; and

  - including at least a portion of the proprietary information and the non-proprietary information in the creative;

    - storing the creative on the server-side system; and

    - as a function of scheduling by the advertising system and in response to a request from the client-side system, selecting the stored creative by the advertising system for transmission[[],].

19. (Currently Amended) In a system comprising a server-side system, the server-side system including an advertising system, and a client-side system, the server-side system and client-side system communicating through an electronic network, a method for generating creatives for the advertising system on the server-side system in an electronically transmissible format, comprising:

- storing a first definition for a non-programmable creative in at least one computer readable storage medium on the server-side system, the first definition being associated with a

creative that is selectable by the advertising system;

storing a second definition for a programmable creative including a program for generating the programmable creative in at least one computer readable storage medium on the server-side system, the second definition being associated with a creative that is selectable by the advertising system;

executing the first definition to generate a non-programmable creative on the server-side system;

storing the non-programmable creative on the server-side system;

executing the second definition to generate a programmable creative on the server-side system, wherein executing the second programmable creative definition includes:

retrieving, responsive to the second programmable creative definition, proprietary information from a private database in the server-side system;

retrieving, responsive to the second programmable creative definition, non-proprietary information stored on the server-side system; and

including at least a portion of the proprietary information and the non-proprietary information in the programmable creative;

storing the programmable creative on the server-side system;

receiving a request to transmit a creative to the viewer on the client-side system; and

as a function of scheduling by the advertising system and in response to the request from the client-side system, selecting, by the advertising system on the server-side system, the programmable creative or the non-programmable creative.

20. (Previously Presented) The method of claim 19 wherein the executing the second definition to generate a programmable creative further includes periodically executing the second definition to generate an updated programmable creative.

21. (Cancelled)

22. (Previously Presented) The method of claim 19 wherein the selected programmable creative or non-programmable creative is transmitted via a web server to an end-user on the

client-side system.

23. (Previously Presented) The method of claim 19 wherein executing the second definition to generate a programmable creative includes periodically changing text within the programmable creative.

24. (Previously Presented) The method of claim 19 wherein executing the second definition to generate a programmable creative further includes periodically changing an image within the programmable creative.

25. (Previously Presented) The method of claim 19 wherein executing the second definition to generate a programmable creative further includes periodically changing a hyperlink within the programmable creative.

26. (Currently Amended) In a system comprising a server-side system, the server-side system including an advertising system, and a client-side system, the server-side system and client-side system communicating through an electronic network, a system for generating creatives for the advertising system on the server-side system in an electronically transmissible format, comprising:

- a processor;

- a memory connected to the processor, the memory storing data and instructions for controlling the operation of the processor;

- the processor operative with the data and control instructions in the memory to perform the steps of:

- storing a first definition for a non-programmable creative in at least one computer readable storage medium on the server-side system, the first definition being associated with a creative that is selectable by the advertising system;

- storing a second definition for a programmable creative in at least one computer readable storage medium including a program for generating the programmable creative in at least one computer readable storage medium on the server-side system, the second definition being

associated with a creative that is selectable by the advertising system;

executing the first definition to generate a non-programmable creative on the server-side system;

storing the non-programmable creative on the server-side system;

executing the second definition to generate a programmable creative on the server-side system, wherein executing the second programmable creative ~~definition~~ ~~definition~~ includes:

retrieving, responsive to the second programmable creative definition, proprietary information from a private database in the server-side system;

retrieving, responsive to the second programmable creative definition, non-proprietary information stored on the server-side system; and

including at least a portion of the proprietary information and the non-proprietary information in the programmable creative;

storing the programmable creative on the server-side system;

receiving a request to transmit a creative on the server-side system to the viewer on the client-side system; and

as a function of scheduling by the advertising system and in response to the request from the client-side system, selecting, by the advertising system on the server-side system, the programmable creative or the non-programmable creative.

27. (Previously Presented) The system of claim 26 wherein executing the second definition to generate a programmable creative further includes periodically executing the second definition to generate an updated programmable creative.

28. (Cancelled)

29. (Previously Presented) The system of claim 26 wherein the selected programmable creative or non-programmable creative is transmitted from the server-side system via a web server to an end-user on the client-side system.

30. (Previously Presented) The system of claim 26 wherein executing the second definition



to generate a programmable creative further includes periodically changing text within the programmable creative.

31. (Previously Presented) The system of claim 26 wherein executing the second definition to generate a programmable creative further includes periodically changing an image within the programmable creative.

32. (Previously Presented) The system of claim 26 wherein executing the second definition to generate a programmable creative further includes periodically changing a hyperlink within the programmable creative.

33. (Currently Amended) In a system comprising a server-side system, the server-side system including an advertising system, and a client-side system ~~for a viewer~~, the server-side system and client-side system communicating through an electronic network, a system for generating creatives for the advertising system on the server-side system in an electronically transmissible format based on at least one creative definition stored in at least one computer readable storage medium, comprising:

- means for storing a first definition for a non-programmable creative in at least one computer readable storage medium on the server-side system, the first definition being associated with a creative that is selectable by the advertising system;

- means for storing a second definition for a programmable creative in at least one computer readable storage medium including a program for generating the programmable creative on the server-side system, the second definition being associated with a creative that is selectable by the advertising system;

- means for executing the first definition to generate a non-programmable creative on the server-side system;

- means for storing the non-programmable creative on the server-side system;

- means for executing the second definition to generate a programmable creative on the server-side system, wherein executing the second programmable creative definition includes:

- retrieving, responsive to the second programmable creative definition, proprietary

information from a private database in the server-side system;  
retrieving, responsive to the second programmable creative definition, non-proprietary information stored on the server-side system; and  
including at least a portion of the proprietary information in the programmable creative;  
means for storing the programmable creative on the server-side system;  
means for receiving a request to transmit a creative on the server-side system to the viewer on the client-side system; and  
means for selecting, by the advertising system on the server-side system, responsive to scheduling by the advertising system and to the request from the client-side system, the programmable creative or the non-programmable creative.

34. (Currently Amended) A program product storing instructions operable on a computer, the instructions operable in a system comprising a server-side system, the server-side system including an advertising system, and a client-side system, the server-side system and client-side system communicating through an electronic network for generating a creative for the advertising system on the server-side system in an electronically transmissible format based on at least one creative definition stored in at least one computer readable storage medium, the program product storing instructions operable on the computer to perform the steps of:

storing a first definition for a non-programmable creative in at least one computer readable storage medium on the server-side system, the first definition being associated with a creative that is selectable by the advertising system;

storing a second definition for a programmable creative in at least one computer readable storage medium including a program for generating the programmable creative on the server-side system, the second definition being associated with a creative that is selectable by the advertising system;

executing on the server-side system the first definition to generate a non-programmable creative;

storing the non-programmable creative on the server-side system;

executing on the server-side system the second definition to generate a programmable

creative, wherein executing the second programmable creative definition includes:

- retrieving, responsive to the second programmable creative definition, proprietary information from a private database in the server-side system;

- retrieving, responsive to the second programmable creative definition, non-proprietary information stored on the server-side system; and

- including at least a portion of the proprietary information and the non-proprietary information in the programmable creative;

- storing the programmable creative on the server-side system;

- receiving a request to transmit a creative on the server-side system to the viewer on the client-side system; and

- as a function of scheduling by the advertising system and in response to the request from the client-side system, selecting, by the advertising system on the server-side system, the programmable creative or the non-programmable creative.

35. (Currently Amended) In a system comprising a server-side system, the server-side system including an advertising system, and a client-side system, the server-side system and client-side system communicating through an electronic network, a method for generating creatives for the advertising system on a server-side system in an electronically transmissible format, comprising the steps of:

- receiving a creative definition on the server-side system, the creative definition being associated with a creative that is selectable by the advertising system;

- determining on the server-side system if the creative definition is for a programmable or a non-programmable creative;

- generating on the server-side system, if the creative request is for a non-programmable creative, a non-programmable creative using the creative definition;

- generating on the server-side system, if the request is for a programmable creative, a programmable creative using the creative definition, wherein generating the programmable creative includes:

- retrieving, responsive to the programmable creative definition, proprietary information from a private database in the server-side system;

retrieving, responsive to the programmable creative definition, non-proprietary information stored on the server-side system; and  
including at least a portion of the proprietary information and the non-proprietary information in the programmable creative; and  
storing the generated creative on the server-side system; and  
as a function of scheduling by the advertising system and in response to a request from the client-side system, selecting the stored generated creative by the advertising system for transmission[[],].

36. (Previously Presented) The method of claim 35 wherein the generating on the server-side system, if the request is for a programmable creative, a programmable creative using the creative definition further includes periodically executing the programmable creative definition responsive to a request generated by the advertising system.

37-38. (Cancelled)

39. (Previously Presented) The method of claim 35 wherein the selected stored generated creative is transmitted through the electronic network from the server-side system via a web server to an end-user; wherein the end-user is the viewer on the client-side system.

40. (Previously Presented) The method of claim 35 wherein the generating on the server-side system, if the request is for a programmable creative, a programmable creative using the creative definition further includes periodically changing text within the creative.

41. (Previously Presented) The method of claim 35 wherein the generating on the server-side system, if the request is for a programmable creative, a programmable creative using the creative definition further includes ~~the step of~~ periodically changing an image within the creative.

42. (Previously Presented) The method of claim 35 wherein the generating on the server-side system, if the request is for a programmable creative, a programmable creative using the creative

definition further includes periodically changing a hyperlink within the creative.

43. (Currently Amended) In a system comprising a server-side system, the server-side system including an advertising system, and a client-side system, the server-side system and client-side system communicating through an electronic network, a system for generating creatives for the advertising system on a server-side system in an electronically transmissible format, comprising:

- a processor on the server-side system;

- a memory connected to the processor on the server-side system, the memory storing data and instructions for controlling the operation of the processor;

- the processor operative with the data and control instructions in the memory to perform the steps of:

- receiving a creative definition, the creative definition being associated with a creative that is selectable by the advertising system;

- determining if the creative definition is for a programmable or a non-programmable creative;

- generating, if the creative request is for a non-programmable creative, a non-programmable creative using the creative definition;

- generating, if the request is for a programmable creative, a programmable creative using the creative definition, wherein generating the programmable creative includes:

- retrieving, responsive to the programmable creative definition, proprietary information from a private database in the server-side system;

- retrieving, responsive to the programmable creative definition, non-proprietary information stored on the server-side system; and

- including at least a portion of the proprietary information and the non-proprietary information in the programmable creative;

- storing the generated creative on the server-side system; and

- as a function of scheduling by the advertising system and in response to a request from the client-side system, selecting the stored generated creative by the advertising system for transmission.

44. (Previously Presented) The system of claim 43 wherein the generating on the server-side system, if the request is for a programmable creative, a programmable creative using the creative definition further includes periodically executing the programmable creative definition responsive to a request generated by the advertising system.

45-46. (Cancelled)

47. (Previously Presented) The system of claim 43 wherein the creative is transmitted through the electronic network from the server-side system via a web server to an end-user; wherein the end-user is the viewer on the client-side system.

48. (Previously Presented) The system of claim 43 wherein the generating on the server-side system, if the request is for a programmable creative, a programmable creative using the creative definition further includes periodically changing text within the creative.

49. (Previously Presented) The system of claim 43 wherein the generating, if the request is for a programmable creative, a programmable creative using the creative definition further includes periodically changing an image within the creative.

50. (Previously Presented) The system of claim 43 wherein the generating, if the request is for a programmable creative, a programmable creative using the creative definition further includes periodically changing a hyperlink within the creative.

51. (Currently Amended) In a system comprising a server-side system, the server-side system including an advertising system, and a client-side system, the server-side system and client-side system communicating through an electronic network, a system for generating creatives for the advertising system on a server-side system in an electronically transmissible format based on a creative definition stored in at least one computer readable storage medium, comprising:

means for receiving the creative definition on the server-side system, the creative definition being associated with a creative that is selectable by the advertising system;

means for determining on the server-side system if the creative definition is for a programmable or a non-programmable creative;

means for generating on the server-side system, if the creative request is for a non-programmable creative, a non-programmable creative using the creative definition;

means for generating on the server-side system, if the request is for a programmable creative, a programmable creative using the creative definition, wherein generating the programmable creative includes:

means for retrieving, responsive to the programmable creative definition, proprietary information from a private database in the server-side system;

means for retrieving, responsive to the programmable creative definition, non-proprietary information stored on the server-side system; and

means for including at least a portion of the proprietary information and the non-proprietary information in the programmable creative;

means for storing the generated creative on the server-side system; and

means, response to scheduling by the advertising system and a request from the client-side system, for selecting the stored generated creative by the advertising system for transmission.

52. (Currently Amended) In a system comprising a server-side system, the server-side system including an advertising system, and a client-side system, the server-side system and client-side system communicating through an electronic network, a program product storing instructions operable on a computer, the instructions operable in a computer for generating creatives for the advertising system on a server-side system in an electronically transmissible format, the program product storing instructions operable on the computer to perform the steps of:

receiving a creative definition on the server-side system, the creative definition being associated with a creative that is selectable by the advertising system;

determining on the server-side system if the creative definition is for a programmable or a

non-programmable creative;

generating on the server-side system, if the creative request is for a non-programmable creative, a non-programmable creative using the creative definition;

generating on the server-side system, if the request is for a programmable creative, a programmable creative using the creative definition, wherein generating the programmable creative includes:

retrieving, responsive to the programmable creative definition, proprietary information from a private database in the server-side system;

retrieving, responsive to the programmable creative definition, non-proprietary information stored on the server-side system; and

including at least a portion of the proprietary information and the non-proprietary information in the programmable creative;

storing the generated creative on the server-side system; and

as a function of scheduling by the advertising system and in response to a request from the client-side system, selecting the stored generated creative by the advertising system for transmission.

53. (Previously Presented) The method of claim 1, wherein the proprietary information provides text that is displayed by the creative.

54. (Previously Presented) The system of claim 9, wherein the proprietary information provides text that is displayed by the creative.

55. (Previously Presented) The system of claim 17, wherein the proprietary information provides text that is displayed by the creative.

56. (Previously Presented) The program product of claim 18, wherein the proprietary information provides text that is displayed by the creative.

57. (Previously Presented) The method of claim 19, wherein the proprietary information



provides text that is displayed by the creative.

58. (Previously Presented) The system of claim 26, wherein the proprietary information provides text that is displayed by the creative.

59. (Previously Presented) The system of claim 33, wherein the proprietary information provides text that is displayed by the creative.

60. (Previously Presented) The program product of claim 34, wherein the proprietary information provides text that is displayed by the creative.

61. (Previously Presented) The method of claim 35, wherein the proprietary information provides text that is displayed by the creative.

62. (Previously Presented) The system of claim 43, wherein the proprietary information provides text that is displayed by the creative.

63. (Previously Presented) The system of claim 51, wherein the proprietary information provides text that is displayed by the creative.

64. (Previously Presented) The program product of claim 52, wherein the proprietary information provides text that is displayed by the creative.

65. (Withdrawn) In a system comprising a server-side system, the server-side system including an advertising system and a client-side system for a viewer, the server-side system and client-side system communicating through an electronic network, a method for generating a creative within the advertising system on the server-side system in an electronically transmissible format based on a creative definition stored in at least one computer readable storage medium, the method comprising:

receiving the creative definition on the server-side system, the creative definition being associated with a creative that is selectable by the advertising system;

responsive to the advertising system, executing on the advertising system the programmable creative definition to generate a first creative on the server-side system, wherein executing the programmable creative definition includes retrieving, responsive to the programmable creative definition, proprietary information from a private database in the server-side system and including at least a portion of the proprietary information in the first creative;

storing the first creative on the server-side system for selection and transmission to the viewer on the client-side system by the advertising system;

responsive to the advertising system, executing on the advertising system, after a predetermined time, the programmable creative definition to generate a second creative on the server-side system, wherein executing the programmable creative definition includes retrieving an update to the proprietary information from the private database and including the update to the proprietary information in the second creative; and

replacing the first creative with the second creative in storage.